Fashion Section, Rotogravure: Part 1

The New York Times

Sunday, October 4, 1914

EVENING GOWNS SHOWN IN PARIS AS NATION WENT TO WAR

Cheruit Model White Brocade, Rose Colored Sash Silver Lace, Rhinestone Trimming on Skirt and Bodice.
(Imported by Lord & Taylor.)

Black and Gold Brocade Gown Covered with Black Lace and Banded with Cut Jet. By Callot Soeurs.
(Imported by J. H. Gossing & Co.)

Iridescent Paillettted Gown, with Pink Rose Catching Back Drapery. By Jacques Doucet.
(Imported by Molton Morris.)

Mediaeval Gown of Blue and Gold Brocade, with White Net and Jet. By Callot Soeurs.
(Imported by Stern Bros.)

(All photographs taken exclusively for The New York Times by Joel Feder.)

The Times's
New Rotogravure Process

The New York Times

Sunday,
October 4, 1914

AFTERNOON GOWNS DESIGNED IN PARIS FOR AMERICAN WOMEN

Coat of Peacock Blue Plush with Silver Braid and Opossum Fur.
By Paul Poiret. Hat by Georgette.
(Imported by Maison Maurice.)

Full Skirt Held Out with Hoops of Black Taffeta with Military Jacket of Blue Serge. Blue and Gold Trimming. By Bullox.
(Imported by Stern Brothers.)

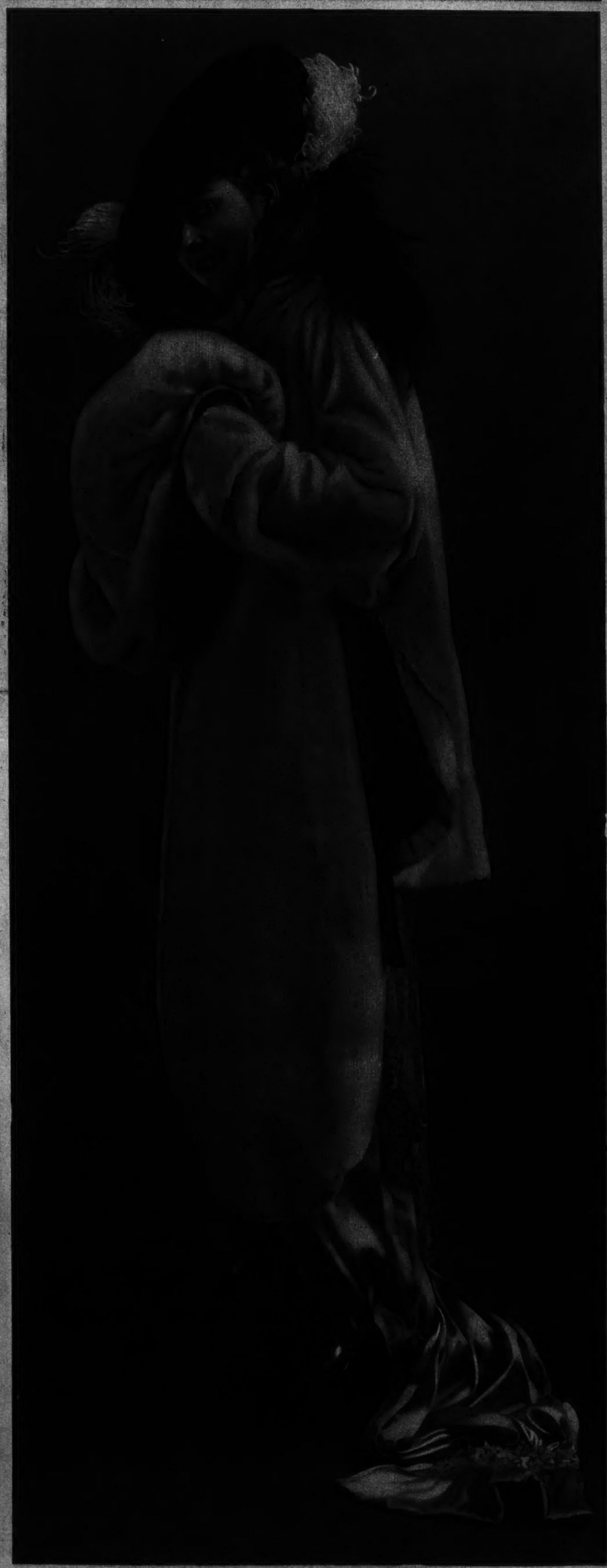
Gown by Premet in Olive Green, Embroidered in Old Blue.
(Imported by Franklin Simon & Co.)

Gown of Pink Broadcloth Worn with Short Wrap of American Beauty Velvet. Made by Callot.
(Imported by George Bernard & Co.)

Gown of Green Satin with Over Drapery of Satin Striped Chiffon.
(Imported by Lord & Taylor.)

THEATRE WRAPS AND FROCKS SENT OVER BY PARIS

Gown of Turquoise Blue Velvet, with Silver Lace and Pink Roses. By Georgette.
(Imported by J. M. Gidding & Co.)



Coat of White Plush, with Green Lining. By Maurice Mayer.
(Imported by Franklin Simon & Co.)

The New Theatre Wrap of the Season in American Beauty Net with Black Lace.
(Imported by Lord & Taylor.)

Premet's Famous Wrap of Pink Taffeta Embroidered in Silver, With Edge of Skunk.
(Imported by Stern Bros.)

Wrap of Green and Gold Brocaded On Chiffon, Banded with Moleskin By Mauser.
(Imported by J. M. Gidding & Co.)

The Times's
New Rotogravure Process

The New York Times

Sunday,
October 4, 1914

VARIETY OF PARIS STREET SUITS FOR AMERICANS

Coat Suit of Blue Cloth Trimmed With Otter Fur. By Jenny
Imported by Bonwit, Teller & Co.

Suit Which Shows Short Coat, Made of Olive Green Cloth and Heavy Silk With Sable Trimming. By Rondeau Le Grand
Imported by B. Altman & Co.

Suit of Brown Velveteen Trimmed With Coat Fur. By Drecoll
Imported by Arnold, Constable & Co.

Suit Which Shows the Long Coat. It is of Black Cloth With Opossum Fur. Made by Cheruit
Imported by Bonwit, Teller & Co.

Coat Suit of Tan Plush With Brown Fox. By Paul Poiret
Imported by Bonwit, Teller & Co.

The Times's
New Rotogravure Process

The New York Times

Sunday,
October 4, 1914

DEBUTANTE CLOTHES FOR THE FIVE O'CLOCK HOUR

Wrap for Afternoon Reception Gown of Silver Pink Velvet With Kolinsky. By Revillon Freres

Reception Gown of Rose Taffeta With Gold Roses.
By Henriette
Imported by B. Altman & Co.

Motor Wrap of American Beauty Velvet With Otter Fur
By Revillon Freres

Sailor Hat of Black Velvet With Silver Ornaments
From Oppenheim, Collins & Co.

Turban of Blue and White Velvet With White Peacock Feathers.
From Oppenheim, Collins & Co.

Hat of Blue Velvet Called the Swallow
By Lewis
Imported by Olivier Bros.

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Maison Bernard

330 Fifth Avenue—32nd and 33rd Streets

Exclusiveness, Originality and Moderate Prices

Distinctive and Fascinating Modes

In Gowns and Costumes Tailleur:

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In Hats:

GEORGETTE, REBOUX, LANVIN AND LEWIS, VARON AND TALBOT

Side by side with these Original Creations are to be seen their Exact Duplicates, copied in our own Ateliers in materials of quality, and marked at less than One-third of the Prices of the Originals.

Special Attention is Directed in the Millinery Department to our TROTTEUR HATS, made in our own workrooms in a variety of unique and individual designs, which are unsurpassed for beauty and utility and irresistible at the price, $15.

Considering the Important Place assigned to FURS this Season in the Fashion World we have devoted Special Attention to this department. We have imported a Splendid Collection of Coats and Sets of the most distinctive styles in the choicest quality pelts, which we are offering at very reasonable prices.

The Homer Conception of Gowning

"To make gowns for the individual woman; make them true to her type—to suit her mood—to express her personality"—

Madame Homer

Every gown I make is *proof* that the woman is greater than the mode. I build gowns inspired by individualism—the mode is merged into the *personality*.

Wonder of color, grace of line, beauty of material and individualism are the *keynotes* of my success.

I always know what Paris is doing and am always led by it, but never misled.

I trust you will come and see my very unique dressmaking establishment and let me explain to you personally just what the "Homer Conception of Gowning" means.

If you cannot call, may I send you my booklet "T" explaining how I combine Parisian ideas with Homer Ideals at prices that are reasonable?

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NEW YORK

Gowns Made To Order Only

George Bernard Co

Importer—Originator

In our establishment the effect of the European War is not even remotely felt.

The usual beauty and exclusiveness of the models displayed in our show room is in evidence.

Visitors to our shop are impressed both by the Elegance of our stock and the Fairness of our prices.

Fifth Avenue at 31st Street.

VAN RAALTE Veils

"At All Good Shops"

MADE IN AMERICA

The Filadora Nose Veil is one of the new Van Raalte conceptions, of soft filet mesh with checkered border.

Van Raalte Veils impart a charm and grace that make lovely women appear still lovelier, and their variety of designs and colorings gives ample play to individual decision and taste.

All Van Raalte Veils exhibit a strength and elasticity amazing in such ethereal things. They stretch without tearing, will wash, and outwear three ordinary veils.

See them at your favorite shop.

VAN RAALTE MARK
For Your Protection—
this little white ticket is on every yard. Look for it.

Do your part to help home industry by making all your purchases "American Made Goods."

H. Jaeckel & Sons

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A WONDERFUL COLLECTION OF SMALL PIECES FOR TAILORED SUITS.

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PATENT VAMP or DULL CALF VAMP, gray buckskin quarters, genuine buckskin top; tailor buttons; leather piping (Seven Dollar value) . . **$4.98**

This Price for One Week Only.
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Maternity Apparel

retain every line of the most graceful fashions of the day, adapted for maternity with expanding waistlines designed to meet every emergency without a trace of their motive.

Dresses, Coats, Suits, Skirts, Blouses, Negligees and Corsets

Manufactured in my own atelier and sold directly to you without intervening profits. Consequently the prices are no higher and in many instances actually lower than asked elsewhere for ordinary styles.

Maternity Cape Suit (illustrated) of black velvet with collar and belt of striped Roman Silk, a most attractive costume of unusual design. 49.75

Send for our Season Book, Suggestions and Styles, Edition "TM" with over 200 models for mother and baby.

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Eliminates old methods. No clumsy elastic. No hidden plaits. Preserves normal appearance.

Latest Popular Styles and Materials, $2.50 to $30.00

Ready to Wear and Made to Measure

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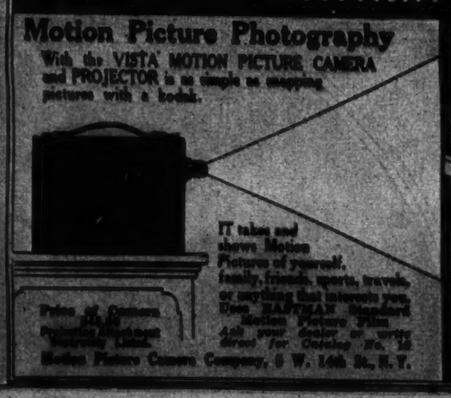

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Millinery Company

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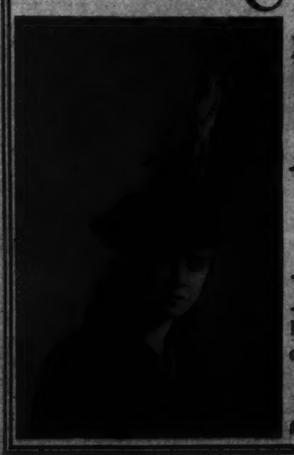

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Poinciana Cerate

"The Pride of Palm Beach."

It nourishes the tissues; it prevents and immediately relieves the effects of wind and sunburn. "Poinciana Cerate will not grow hair and will not injure the most delicate complexion.

For sale in jars for 50c $1.25 and $2.00, and tubes for 25c. At your Dealer or by Mail. Satisfaction guaranteed or money refunded.

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is to live in it for six months or a year—study the house, the location, the character of the people around you, etc., and then buy it and avoid the risk of dissatisfaction.

This is the plan I have arranged at

LITTLE NECK HILLS

on the North Shore of Long Island, 27 minutes from the Pennsylvania Station, where we have one new Bungalow and one attractive House that can be rented. Others for sale only—on very easy terms.

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TINDALE Music Cabinets

Every selection instantly at hand, without useless handling. Made for SHEET MUSIC, PLAYER-PIANO ROLLS and TALKING-MACHINE RECORDS.

Graceful designs and beautiful finishes, from $17 up.

Cabinets may be seen at our salesrooms.

Catalogue No. 4 sent on request.

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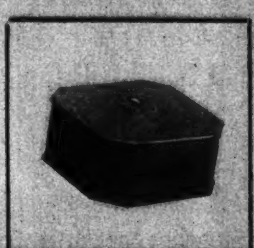
A TOILET LUXURY FOR EVERY DRESSING TABLE

INTRODUCING

Charmona Face Powder



A charming new powder of exquisitely soft texture. Very adherent and subtly perfumed with a fascinating odor. We will PRESENT YOU with a handsome nickel Vanity Case, complete with mirror and swansdown powder puff with every purchase of Charmona Powder, at..... 25c

If any Riker preparation fails to satisfy you bring back empty package and get your money.

RIKER'S VIOLET CERATE

keeps the complexion at its best. A remarkable skin cleanser and complexion beautifier. 50c

RIKER'S THEATRICAL COLD CREAM

Used by many women not in the profession because of its superior cleansing qualities. Pound tin, 45c.; half pound tin.......... 25c

RIKER'S Improved Cold Cream

is the purest of skin cleansers—always sweet. Tube, 10 and 25c. Jar, 35c, 50c, and 75c.

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Softens water, stimulates circulation. It's antiseptic and healing qualities are excellent for skin eruptions. 50c and.... 25c

RIKER'S RICE POWDER

Made from the best grade rice, very finely ground and delicately perfumed with violet or rose. The package 15c

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A harmless skin bleach that counteracts the effects of sunburn and exposure to wind and dust; bottle....... 50c

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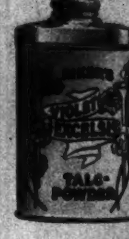

Talcum is a charming toilet luxury of delicate texture and subtly perfumed with the odor of violet......... 15c

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A greaseless white cream that will overcome all odor of perspiration. In porcelain jars, 25c. Deodor Powder.......... 25c

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is like a breath of sweetness from the "Flowery Kingdom" itself.......... 15c

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Riker's Perfumed Bath Salt makes the ordinary bath refreshing and invigorating. 25c, 45c

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Riker's Almond Meal is beneficial to the skin..... 25c
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FASHIONABLE GOWNS & SUITS

made to order in the latest authenticated Paris styles. Orders can be executed at short notice.

Correct materials. Superior workmanship. Moderate prices.

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DR. WALTER'S FAMOUS

Rubber Garments

Wear my famous Rubber Garments a few hours a day, and your superfluous flesh will positively disappear.

By inducing perspiration these garments insure the safe and speedy reduction of all unnecessary flesh. They cover the entire body or any part. They are endorsed by leading physicians.

GIRDLE PANTS

Reduce the limbs, hips, abdomen and as far above the waist-line as desired. Can be worn under the corset all day without the slightest discomfort.

Also Union Suits, Stockings, Jackets, etc., for the purpose of reducing the flesh anywhere desired.

Bust Reducer, $5

Made by Dr Walter's famous flesh-reducing rubber with coutil back.

The reducing qualities of this garment are remarkable, at the same time it gives added comfort and style.

CORSAGE

This garment can be worn comfortably under the corset—reduces the bust, hips and thigh.

Neck and chin reducers as above; [illegible] wrinkled and saggy muscles to a firm, healthy condition.

Write at once for further particulars.

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One two room Suite, with bath, northeast	$1,000
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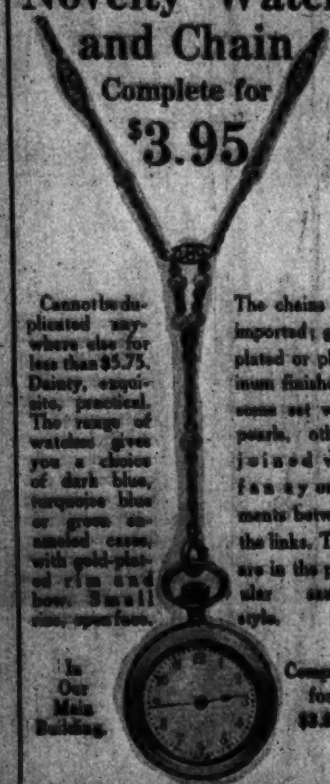
Office Suitable for Physician or Dentist.

J. G. BOGGS, Prop. 'Phone, 0800—Col. C. C. NOBLES, Mgr.

This Beautiful

Novelty Watch and Chain

Complete for $3.95



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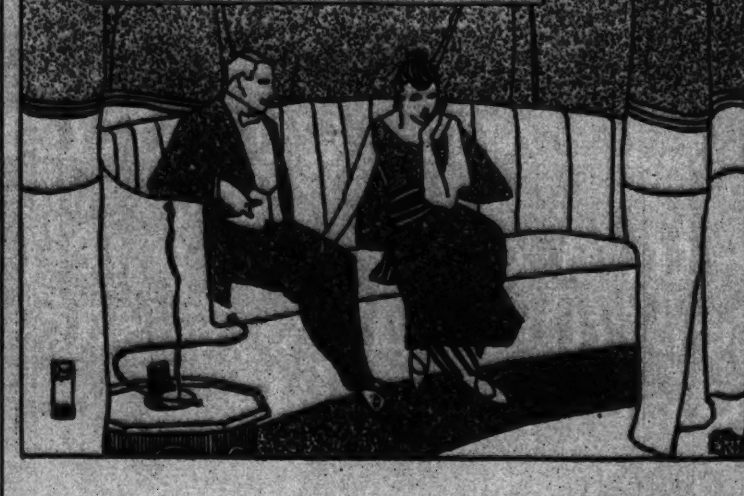
Send for illustrated book on Player-Pianos



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Non-Greasy—Does Not Grow Hair
Jars 50c., 75c., $1.25
At Leading Department and Drug Stores

Sole Manufacturer,
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45 West 34th Street, New York City.
Established 1906.

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290 Fifth Ave., Between 30th and 31st Sts.

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This Handsome Suit

Together With Eight Other New Models

Specially Priced at

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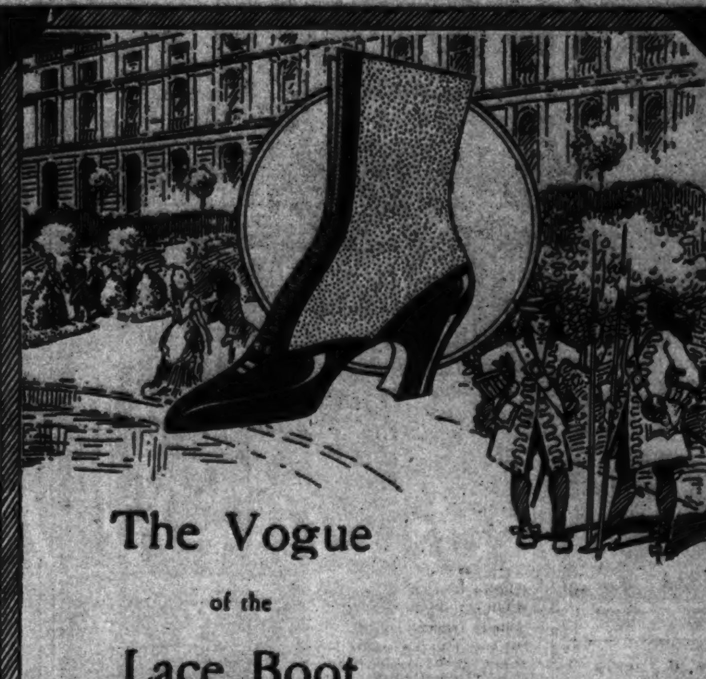
Regular Prices $29.50 to $35. Reproductions of the newest Foreign models in all the wanted fabrics.

The pictured Suit may be had in broadcloth only; colors are black, navy, brown and two pretty shades of green.



The Vogue of the Lace Boot is accentuated by

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A Cammeyer Creation of Utmost Elegance

Gun Metal Calf with Tops of Gray Buckskin, Gray Cloth and Gray Suede $5.50 | $9.50 Patent Leather, with Tops of Fawn Buckskin, Fawn Cloth and Fawn Suede.

Cammeyer
Stamped on a Shoe means Standard of Merit

Sixth Ave. at 20th St. 381 Fifth Ave. above 35th St.

Dix-Make UNIFORMS

Dix-Make Uniforms represent the highest standard in smartness, quality, design and tailoring. Sold by department stores everywhere.

Write for book of styles.

Henry A. Dix & Sons Company,
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Maison De Luxe
Broadway at 32d St.
Presents
The Bobe Blouse
Washable Society Satin

Charming in its simplicity. Note particularly hand-piping and buttons of black velvet and smartness of collar which hugs the neck almost to chin—then stands straight out at sides. May be had in all sizes. Colors—White, piped with Black, and Navy or Black piped with White Velvet. Booklet "Y," showing many other charming Blouses and Neckwear Pieces, free on request.

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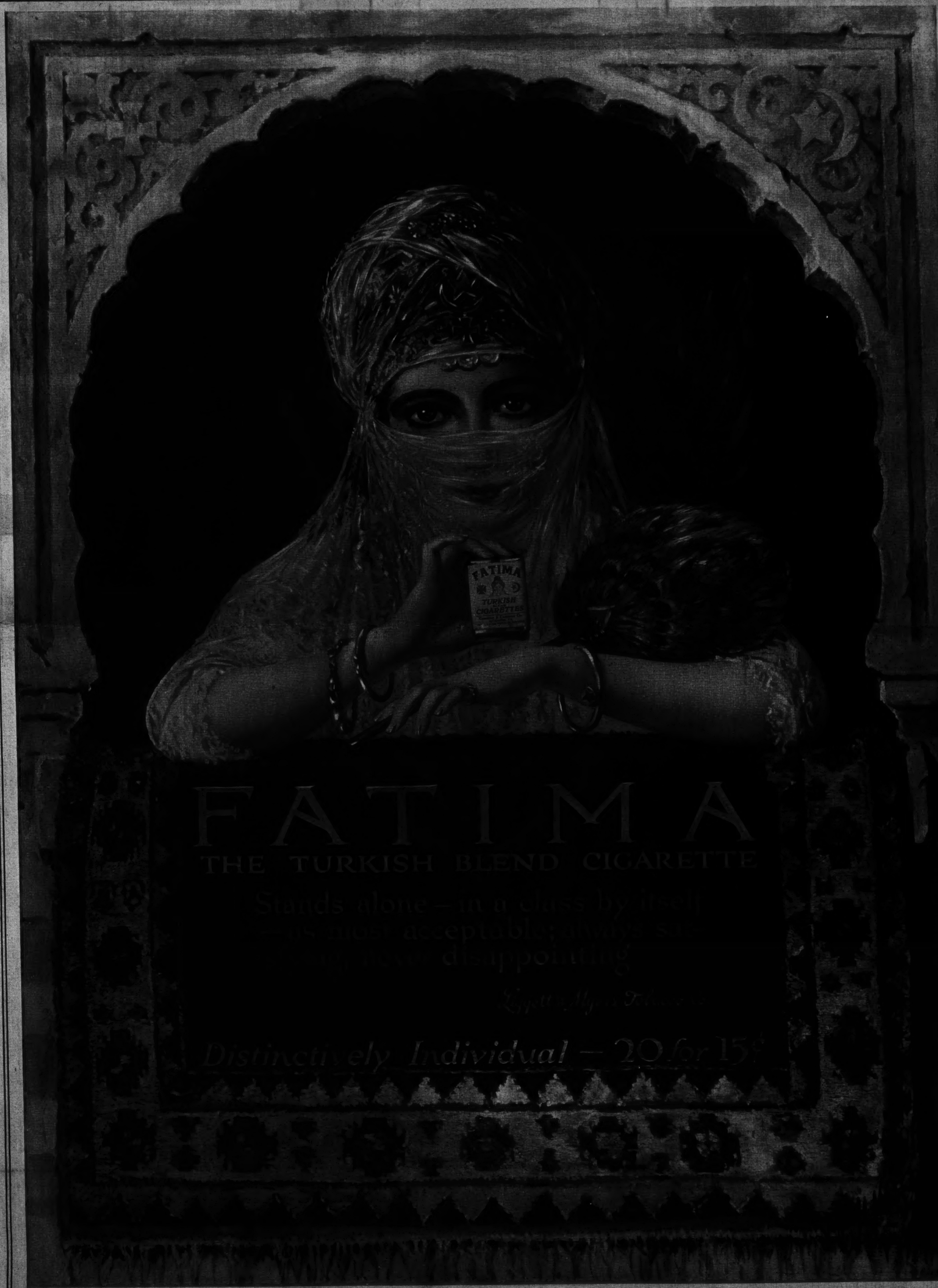


The New York Times

Sunday, October 4, 1914

FRENCH ARTILLERY ADVANCING THROUGH CHAUCONIER NEAR MEAUX ON THE MARNE

One of the Houses on the Right is Still Burning as a Result of the Bombardment

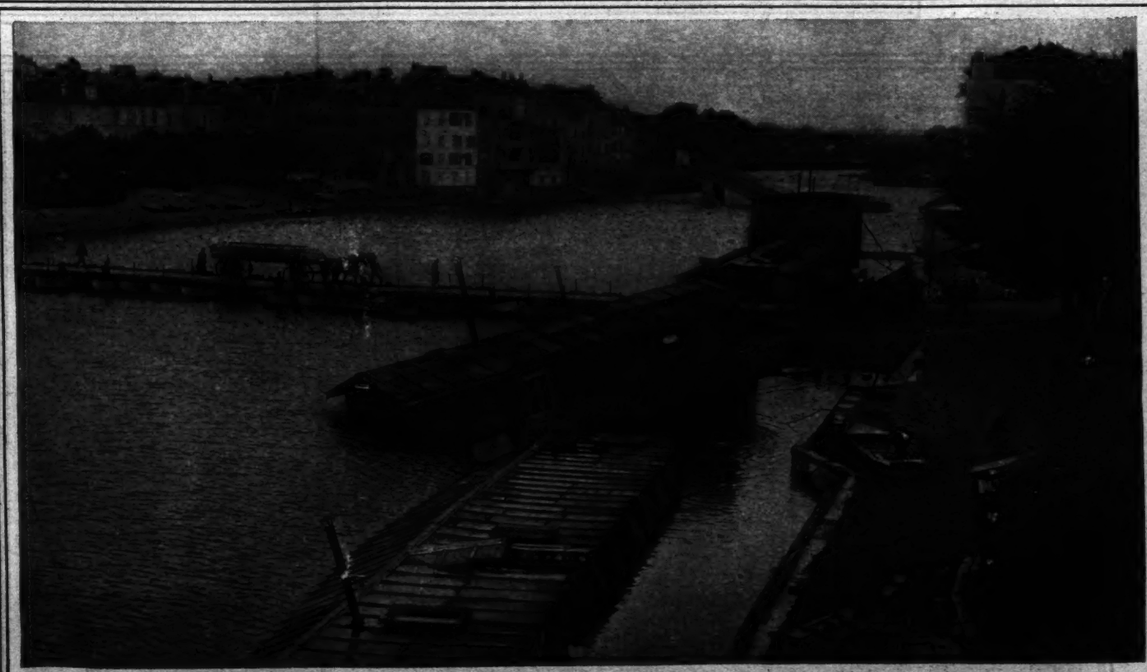
(Photo by Paul Thompson.)

Interior of a Church at Mons, Belgium, After the Bombardment

(Photo (C) by Underwood & Underwood.)

MADONNA'S IMAGE WHICH CAME UNSCATHED OUT OF THE TERMONDE BOMBARDMENT

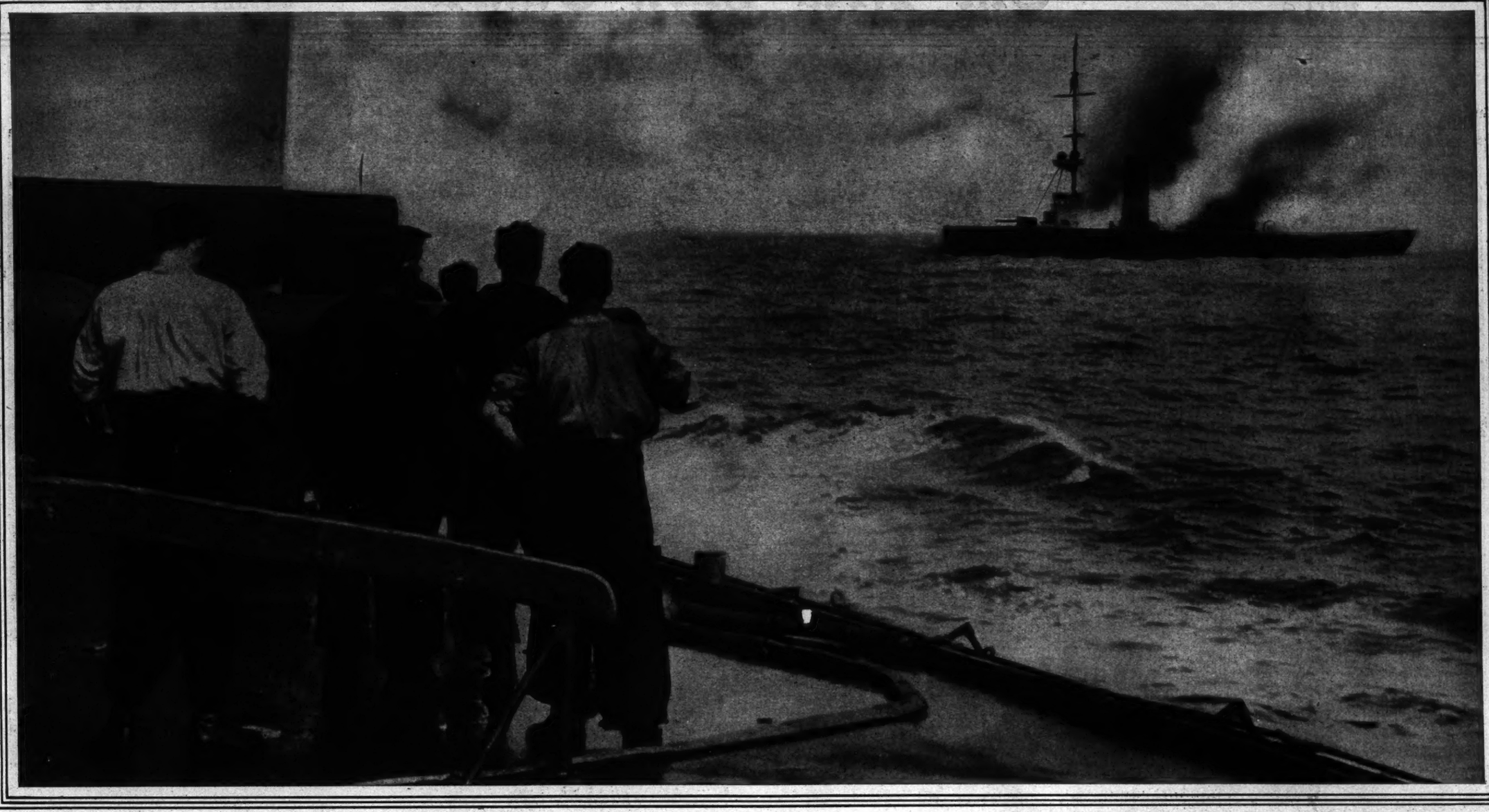
(Photo (C) by American Press Ass'n.



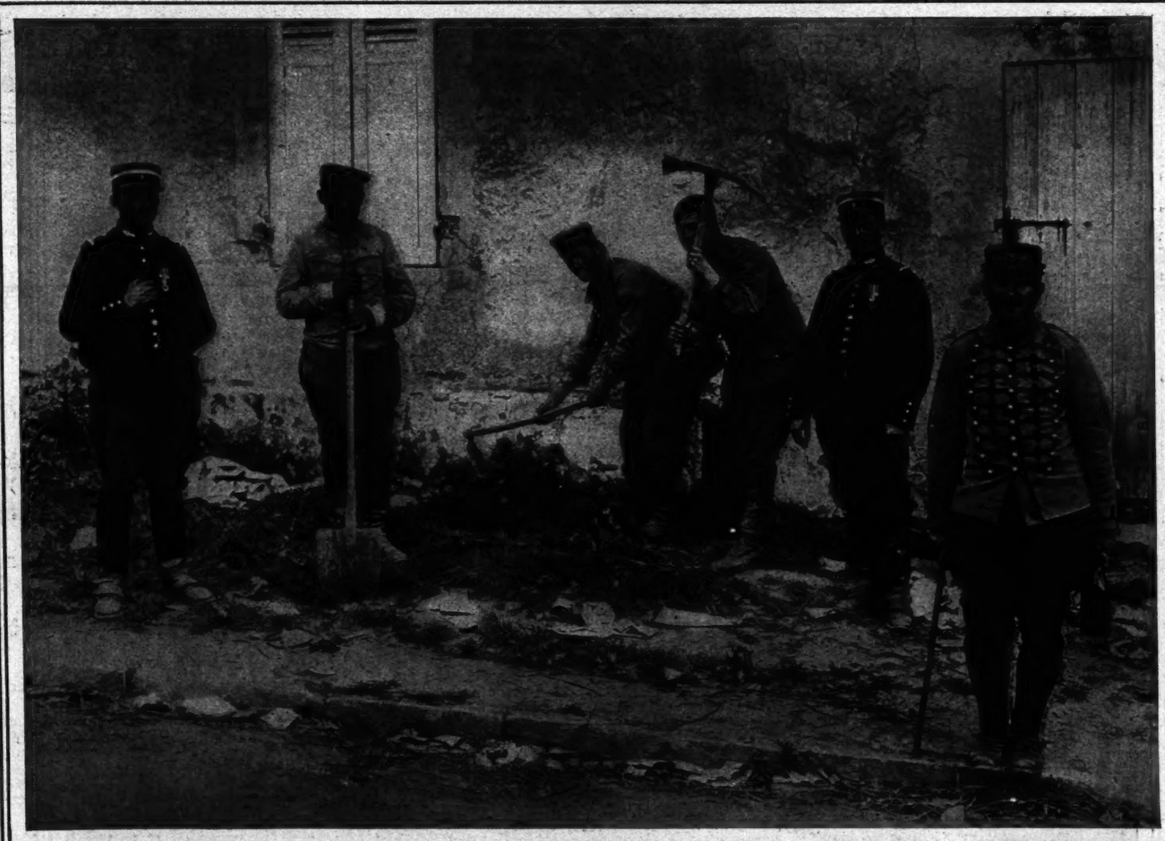
PONTOON BRIDGE OVER THE MARNE BUILT BY THE FRENCH to Replace the Steel Bridge in the Background Dynamited on the German Retreat

(Photos from Underwood & Underwood.)

Village On the Marne in Flames



SINKING OF THE GERMAN CRUISER MAINZ IN THE NAVAL BATTLE OFF HELIGOLAND
The Photograph, Taken from the Deck of a British Warship, Shows the Cruiser in Flames and Settling in the Water, with Two of Her Funnels and One of Her Masts Shot Away



GERMAN PRISONERS OF WAR CLEANING THE STREETS IN A FRENCH VILLAGE
(Photos from Paul Thompson.)

Turcos Bringing in Their Wounded Comrades

BELGIAN FIELD GUNS IN ACTION
The Still Smoking Shell, Automatically Ejected, May Be Seen Flying Above a Gunner's Head

GERMAN REINFORCEMENTS IN A BOUGH-BEDECKED TRAIN LEAVING NAMUR FOR THE FIGHTING IN FRANCE
(Photos (C) by International News Service.)

INTERIOR OF THE LOUVAIN CATHEDRAL.

DINANT AND ITS FAMOUS MEDIAEVAL CHURCH AFTER THE BOMBARDMENT.
The Bridge Was Destroyed by the Belgians to Impede the German Advance.
(Photo (C) by International News Service.)

INTERIOR OF THE FAMOUS LIBRARY AT LOUVAIN.
(Photos by N. J. Boon, Holland.)

STREET SCENE IN DINANT.
(Photo (C) by American Press Assn.)

INTERIOR OF THE CATHEDRAL AT MALINES, BELGIUM, AFTER THE BOMBARDMENT.
(Photo (C) from Underwood & Underwood.)

GERMAN PRISONERS OF WAR REACHING ALDERSHOT ENGLAND

(Photo (C) International News Service.)

LARGE TREE SNAPPED OFF BY A CANNON BALL

(Photo from Press Illustrating Co.)

GRAVE OF A FRENCH SOLDIER ON THE BATTLEFIELD OF THE MARNE

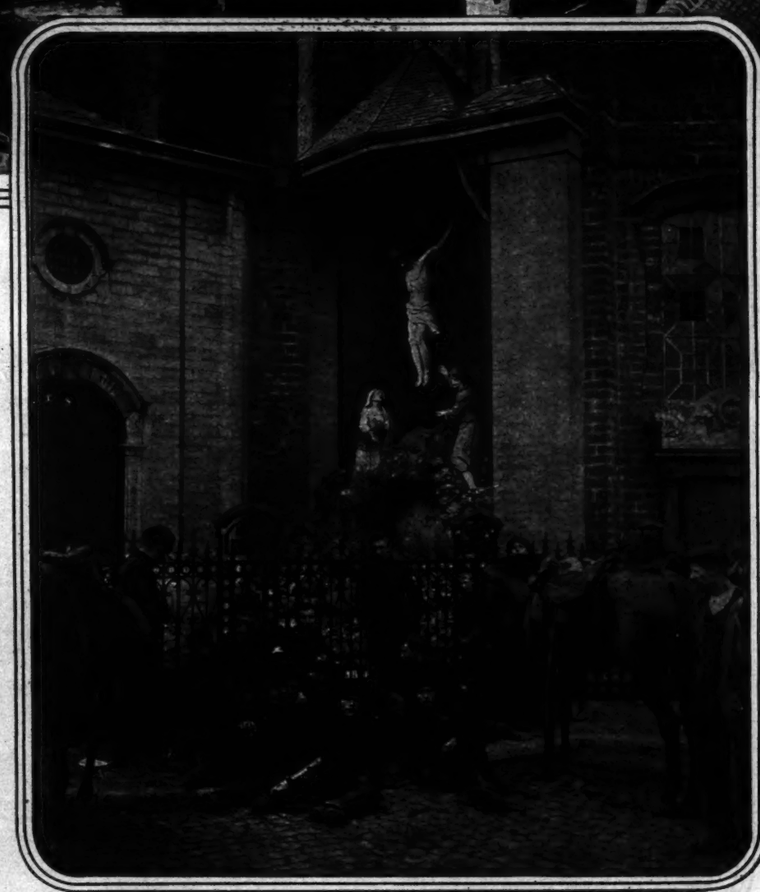
The Cross Was Made of the Handles of Mess Tins

FRENCH PEASANTS BURYING THE DEAD AFTER THE BATTLE NEAR MEAUX

ADDITIONAL BELGIAN REFUGEES REACH LONDON

(Photos (C) by Underwood & Underwood.)

GENERAL VIEW OF TERMONDE AFTER THE BOMBARDMENT.



BELGIAN SOLDIERS RESTING BEFORE A CHURCH AT ZIEL, NEAR GHENT.

CHILDREN, HANDS CLASPED, PRECEDING THEIR MOTHER THROUGH THE RUINS OF TERMONDE.

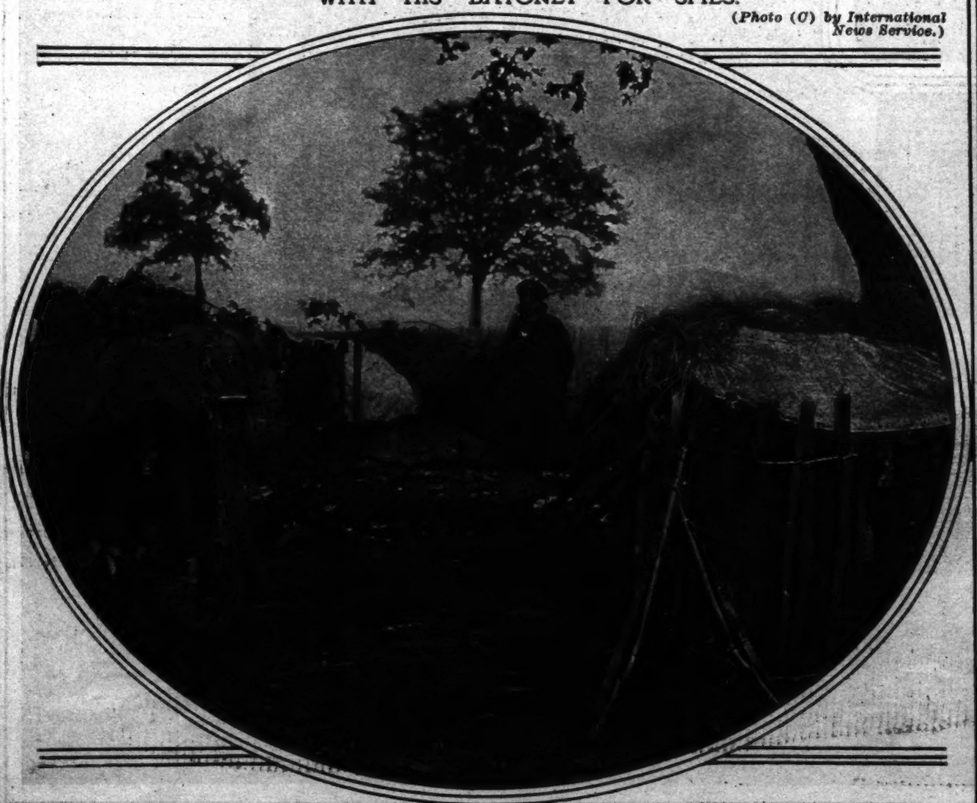
LANGE, A BELGIAN SOLDIER, RECEIVING AN ORDER FROM KING ALBERT Creating Him a Chevalier of the First Order of Leopold for Conspicuous Gallantry at Herstal.
(Photo (C) by Underwood & Underwood.)

BELGIAN WOMAN IN THE DOORWAY OF HER RUINED HOME AT MELLE.
(Photos (C) by American Press Assn.)

BRITISH TRANSPORT REACHES FRANCE WITH REINFORCEMENTS.
(Photos (C) by American Press Assn.)

BELGIAN SOLDIER "FEELING" IN A WAGONLOAD OF HAY WITH HIS BAYONET FOR SPIES.
(Photo (C) by International News Service.)

SHELLS BURSTING IN THE VILLAGE OF VERDE, NEAR HOFSTADE, BELGIUM



BRITISH SOLDIERS IN PRIMITIVE HOUSES BUILT BY THEM IN NORTHERN FRANCE FOR PROTECTION AGAINST THE HEAVY RAINS.

RED CROSS NURSE BATHING THE FOOT OF A WOUNDED SERVIAN INFANTRYMAN.

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You can make your skin what you would love to have it

Your skin like the rest of your body is continually changing. Every day, in washing, you rub off dead skin. As this *old* skin dies, *new* forms.

This is your opportunity—make this new skin what you would love to have it by using the following treatment regularly.

Make this treatment a daily habit

Just before retiring, rub in gently a warm water lather of Woodbury's Facial Soap—until the skin is softened, the pores opened and the face feels fresh and clear. Rinse in cooler water, then apply cold water—the colder the better—for a full minute. Whenever possible, rub your face for a few minutes with a piece of ice. Always dry the skin thoroughly.

Use this treatment persistently for ten days and your skin will show a marked improvement. Use Woodbury's regularly thereafter, and before long your skin will take on that greater loveliness which the steady use of Woodbury's always brings.

Woodbury's Facial Soap costs 25c. a cake. No one hesitates at the price *after their first cake.*

Do this today

• Tear out the illustration of the cake below and put it in your purse as a reminder to get Woodbury's. Tear out the cake now. Take it to your druggist or toilet counter today. Begin tonight to get the benefits of this *facial* soap.

Woodbury's Facial Soap

For sale by dealers everywhere.

Made by
The Andrew Jergens Co.,
Cincinnati *New York*

Mail and Telephone Orders Filled. 'Phone 6900 Greeley

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Fifth Ave., 37th and 38th Sts., N. Y.

Women's Corset Shop

Featuring New, Exclusive Models, Specially Designed to Conform with the Latest Style of Dress.

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Made exclusively for Franklin Simon & Co. by Expert French Corsetieres

No. 11—**"Parfait" Corset** of figured white coutil, medium high bust and slightly tapering waist. Sizes 20 to 30 **5.00**

No. 13—**"Parfait" Corset** of fine white coutil, medium high bust with a little taper at waist to conform with new figure; elastic inserts over front. Sizes 20 to 30 **8.00**

No. 15—**"Parfait" Corset** of white or pink batiste; elastic inserts in bust and over front......Sizes 20 to 28 **3.50**

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Women's Fashionable Furs

PARIS AND OUR OWN MODELS

In Broadtail, Persian Lamb, Monkey, Kolinksy, German and Russian Fitch, Skunk, Mole, Lynx, Black and Colored Foxes, Ermine and Hamster offered at our usual popular prices.

No. 85. ***Real Hudson Seal Fur Coat,*** 54 inches long, full loose model, large roll collar, which can be closed high at neck, and cuffs of Seal, *Special* **175.00**

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"CORRECT DRESS"
Illustrating "Everything in Ready-to-Wear Apparel," for Women, Misses, Girls, Men, Young Men, Boys, Children and Infants.
Mailed out of town on application to Dept. "E."

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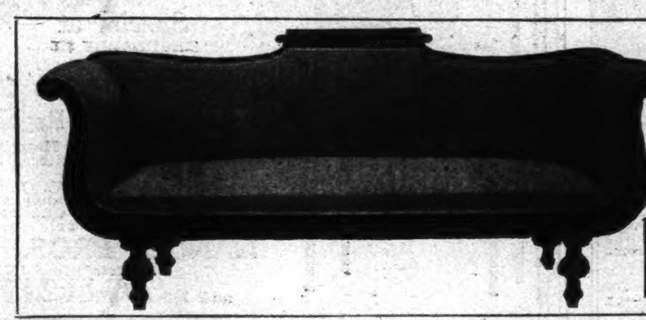

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The Cadmus Sofa, solid mahogany, 6 ft. 6 inches. Special at this price.

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Height 82 inches. Width 43 inches.
Dull-finished mahogany. Latticed doors. Three large drawers in base. Bookcase has three adjustable shelves.

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Solid Mahogany Bookcase
Height 56 inches. Width 47 inches.
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Made of the finest grade dull-finished mahogany. Special at this price.

You are cordially invited to visit our show-rooms and view for yourself the many attractive and useful pieces of furniture that we have on exhibition

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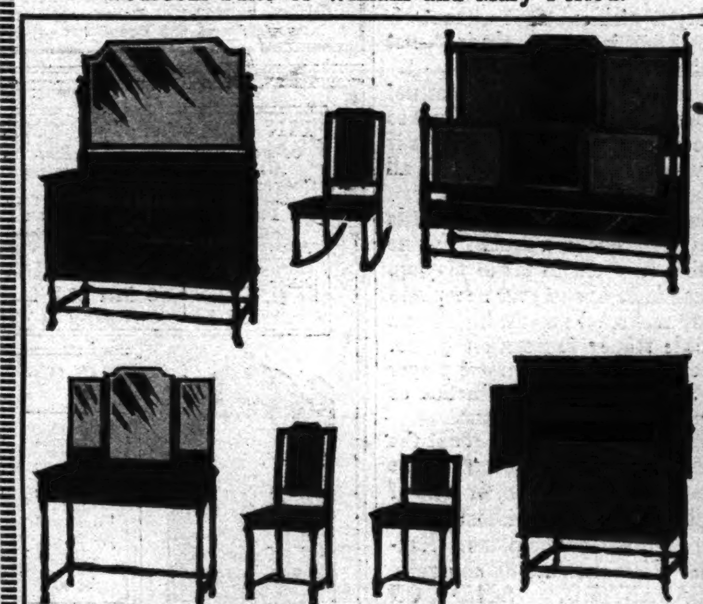
Telephone Riverside 812.

"Quality Furniture"

This Beautifully Grained 7-Piece Genuine Antique Mahogany Bedroom Suite of William and Mary Period.



consisting of Dresser 47 inches wide, Chiffonier 36 inches wide, Dressing Table 39 inches wide, Bed 53 inches wide, Rocker, Bedroom Chair, Dressing Table Chair, constructed of Solid Mahogany with cane panels; Chairs and Rocker have seats and backs of cane.

Complete as illustrated. **$287.50** Regular selling price, $375.00.

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Monogrammed China Sets			Monogrammed Crystal Sets		
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Our "Featherweight Transformations" are made of Superior, Soft and Wavy French Hair, to match your own hair in both texture and color, and can be dressed in any fashion as if it were your own.

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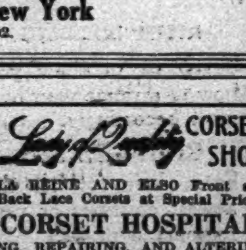

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SHORT VAMP SHOES

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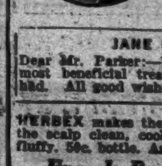

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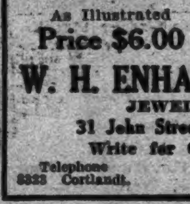

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Specialties have meant the "Dawn of Beauty" to many. GARDENIA Bloom & GARDENIA Cream are beauty builders in the truest sense. PATE GRISE is the friend of middle age. SACHETS de FLORA, in dainty, silken baglets for the facial bath. By mail $2.00 each, all four $7.00. Request brings booklets.

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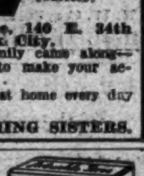

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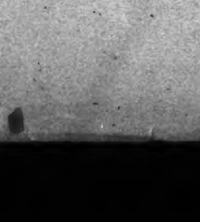

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FIFTH AVE. BRANCH

Lightweight Hair Pieces a Specialty, restoring Health and Color of Hair.
Eyebrows and Lashes Perfected. Manicuring, Shampooing, Penciling, Etc.
25 EXPERT ATTENDANTS.
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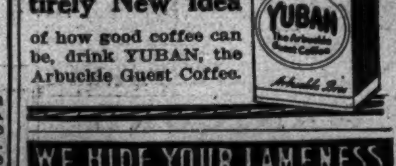
WE HIDE YOUR LAMENESS FOR $8 UP



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The great popularity of the Gate-Leg Table is easily accounted for. In addition to its attractive appearance, its varied usefulness is remarkable. As a Consol, Card, Writing, Reading, Sewing or Tea Table, it is ideal.

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Special at $17.50

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Special at $19.50

Special at $26.50

The Hathaway Brochures
illustrating and describing a variety of attractive pieces and suites, are ready to mail on request to furniture-lovers everywhere. You need not hesitate to order by mail any piece which appeals to you, as your satisfaction with its design, construction and finish is ensured by the Hathaway guarantee.

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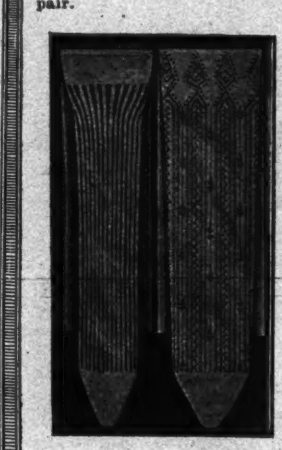
STANDARD SPECIALS
No. 325.—Our warranted pure Silk Stockings in black and all colors. Long and elastic and made to wear. All silk or with cotton soles. In black and all colors, $1.85 a pair.
Other Peck & Peck Standard Specials, $1.35 and $2.50 the pair.



No. 263—Finest French Silk Derby ribbed below the knee. Black or white, $6.50 the pair. No. 283E.—Effective French openwork and embroidered stocking in black or colors to match evening gowns. Very special, $5.00 the pair.

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Correct Footwear for Fall

Blyn Shoes for Fall set a new standard of novelty and originality in moderately priced footwear.

Fall Shoes—never so many styles nor so good—More novelties than we've ever crowded into a season's production.

Style features, quality factors, and small profits sustain and extend our position as leaders in the making and retailing of class shoemaking at popular prices.

The materials and the workmanship are in every way equal to the appearance of the shoes.

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$3.50

Ladies' Cloth Top Button Boots with Patent Colt vamps and quarters, narrow plain toes, spool heels, and welted soles. One of the new modes that sustain our reputation for full value.

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The Fall Models in Red Cross Shoes possess all the style features that make the new Footwear so attractive.

At no cost in comfort—the old-fashioned broad toe shoes could not give you more ease.

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Ladies' Patent Colt Red Cross Shoes with dull kid tops; medium long vamps, new narrow plain toes, Cuban heels and flexible welted soles, a style that features style comfort and economy.

You may
be paying more than Blyn Plan prices, yet your children may not be enjoying Blyn Plan comfort. There are many imitations of Blyn Plan Shoes, but Blyn Stores, alone, sell the genuine.

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Patent Colt and Gun Metal — For Children

Sizes	
5 to 8.....	1.75
8½ to 11..	2.00
11½ to 2...	2.50
Tan Russia Calf	
5 to 11..	2.00
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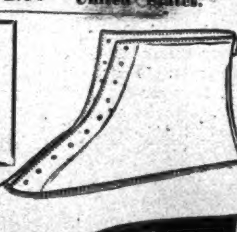
Button and Blucher Style

10c. extra by mail anywhere in the United States.

Style 39 English Last



For the Well-Dressed Young Man $4
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BLYN SHOES IN NEWARK
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1204 BROADWAY, N. Y.
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A Garden Full of Tulips for $1.00

75 Tulip Bulbs, all first size, taken from 25 named varieties, for $1.00.
PLANT THIS FALL
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Plant near your home—in your garden or back yard. The beautiful blossoms in a multitude of brilliant colors and shades will make April a Spring month worth while.

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Cut out this advertisement, inclose with $1.00, mail or present at our store, and secure this splendid collection of Tulip Bulbs, prepaid to your home, anywhere in the United States, with our 1914 Fall Catalogue.

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At Reduced Prices

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Big Ben, Ohio, Monarch, Cadillac, Apex and other popular makes at big reductions.

We consider the "Rapid" electric cleaner to be very big value for the money.

Hand power sweeper cleaners from $4.50 up. Don't buy any cleaner until you get our prices. You not only save money if you purchase from us but you can also have the benefit of our advice in making a selection which is important as price does not always determine value.

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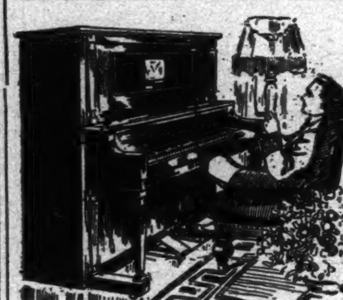

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Play it with one foot without effort. That is piano playing—not running a foot press.

Even a crash of chords does not require murderous pedalling, and to make a note whisper is as easy as if you were a skilled musician. It is all in the motor.

The wonderfully compact little metal Gulbransen Vacuum Engine marks a new era in piano playing. You can have one in your new piano of any make. You can install one for little money in your old piano. You can replace a worn-out player with a Gulbransen for a fraction of the cost of a new instrument.

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Charming little boxes that keep crackers and candy clean and fresh. Particularly acceptable as Week-End Gifts or Bridge Prizes.
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8 East 37th St., New York,
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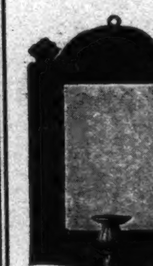

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with frame carved from solid wood, hand painted after the manner of the old Italian furniture in polychrome coloring on a black background.

Many other attractive articles for the embellishment of the home—on display in our shop.

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Solid Mahogany
Sheraton China Closet
Inlaid with Satin Wood.
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A Great Space Saver.

Special at $38
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Established 1852.
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is very often a falling arch. It should be taken care of in time.

JACK'S
Improved Pedic Arch Shoe
is the most perfect shoe to be obtained for the prevention and relief of falling arches and other foot troubles—retaining at the same time all that can be desired in Fashion and Quality.
Short Vamp Shoes in New Designs. Custom Shoes up to $25.

PRICE $9.00

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THE PERFECT ROUGE

A dry rouge which imparts the natural bloom to the cheek. It cannot be detected and will not injure the most delicate skin. Not affected by perspiration, and remains "Until Removed by Soap and Water."

25 CENTS PER BOX
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A Special Department—Extra large Sizes for Stout Figures.

No. 2007—Tailored dress of serge and satin. Soft serge girdle drapes over hips and ties in front.

Made in all shades and sizes.

Price $27.50.

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apparel, scientifically and hygienically designed, gives maximum style and comfort.
If interested write for Catalog TM.

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The Eager Intestine Cleanser (a syringe operated by weight of the body) gives immediate relief without medicine, washing your intestines clean. You want the best. WE HAVE IT. Investigate before buying any other. We challenge comparison.

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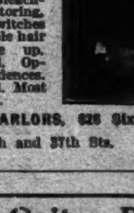

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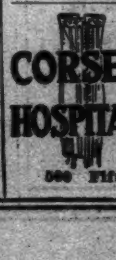

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